

VB COSMETICS WORKS WITH ARIZONA MEP TO BUILD SOLID FOUNDATION FOR GROWTH

ABOUT VB COSMETICS INC. Dr. Vivian Valenty founded VB Cosmetics 25 years ago to develop clean, healthy, and clinically-tested solutions for popular beauty treatments. The company manufactures and markets Dazzle Dry™, a nail lacquer free from harmful chemicals, animal byproducts, and animal testing. It is the only quick-drying, long-lasting natural nail care system of its kind. To increase its business and share of the market, the company enlisted Arizona MEP to help develop the processes, organization, and financial structure to support a growing company.

THE CHALLENGE. Before Dazzle Dry, VB Cosmetics developed and manufactured private-label cosmetics, but the plan for Dazzle Dry was to market and sell direct. To prepare for this growth and additional responsibility, the company's leadership team met with Arizona MEP, part of the MEP National Network™, to discuss their goals and develop a plan for strategic growth that included implementing best practices in human resources, operations, and finance.

Like many small companies, a few employees did many jobs. They became knowledgeable but did not have the time to dedicate to mastering one functional area. Meanwhile, many of the critical and urgent problems fell to the owners to solve. "When you are too busy fighting fires, you're not able to focus on growing the business," said Dr. Valenty.

MEP CENTER'S ROLE. To solve these issues, the company worked with Arizona MEP to assess its organizational structure, develop an organizational chart, and outline each employee's responsibilities. This process shed light on what employees were doing and which activities had no functional owner. By identifying these gaps, the leadership team could identify how to structure current employees to fill those gaps and where to add new staff to bring the most value to the organization.

"It was unclear who had responsibility for a functional area before we created the organizational chart and job descriptions," said Dr. Valenty. "Now, all employees have a detailed and descriptive job description that aligns the goals of the company with the individual efforts of the employees." This process has helped the company create an organizational culture in accordance with its vision and goals.

"Everyone in the company has benefited from the coaching we have received from Arizona MEP. Sales growth has accelerated since the company embarked on process improvement projects and on creating its organization based on the company vision. We have been impressed with the breadth of services and resources the Arizona MEP has brought to the table. They have been able to fill gaps in knowledge and expertise while we continue to grow our business."

-Dr. Vivian Valenty, Owner

RESULTS



Sales up **72%** in 2018 over 2017



Beneficial for employees to know and understand their jobs

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